

WHAT IS CLAIMED IS:

1. A method of providing a primary content file to a client device from a wireless device, said method comprising
5 the steps of:

(a) entering a linkage code into a wireless transmitting device, wherein the linkage code comprises a routing identification code and an item identification code;

(b) transmitting the linkage code in a data stream to a
10 list server for storage therein, wherein said data stream includes a subscriber identification number associated with the wireless device;

(c) logging in to the list server from a client device, wherein the client device provides the subscriber
15 identification number of the linkage code stored on the list server; and

(d) retrieving the linkage code from the list server.

2. The method of claim 1, wherein a user provides the
20 client device with the subscriber identification number.

3. The method of claim 1, wherein the client device is one of a group of devices comprising a personal computer, a web-based television, and a video console.
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4. The method of claim 1, further comprising the step of utilizing the linkage code to enable the client device to retrieve a primary content file associated with the item identification code from a content server associated with the
30 routing identification code.

5. A system for providing a primary content file to a client device from a wireless device over a computer network, comprising:

(a) a wireless device interconnected to the computer network;

(b) a list server interconnected to the computer network, the list server comprising a storage means;

(c) a client device interconnected to the computer network; wherein

the wireless device comprises:

means for inputting a linkage code comprising a routing identification code and an item identification code;

means for transmitting the linkage code in a data stream to the list server for storage therein, wherein said data stream includes a subscriber identification number associated with the wireless device; and

the client device comprises:

means for logging into the list server and providing the subscriber identification number of the linkage code stored on the list server; and

means for retrieving the linkage code from the list server.

6. The system of claim 5, wherein the client device further comprises means for a user to provide the client device with the subscriber identification number.

7. The system of claim 5, wherein the client device is one of a group of devices comprising a personal computer, a web-based television, and a video console.

8. The system of claim 5, further comprising means for utilizing the linkage code to enable the client device to

retrieve a primary content file associated with the item
identification code from a content server associated with the
routing identification code.

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